AMENDMENTS TO THE CLAIMS

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1.   (Currently amended) A data processing system-implemented method of modeling an operating parameter for a store comprising:

in the data processing system,

determining an effect of a first variable on quantities of a plurality of items sold by a vendor;

~~to determine~~ determining which of the plurality of items are significantly affected by the first variable;

generating a first matrix that includes first weighing factors, wherein:

for each item that is more significantly affected by the first variable, assigning a non-zero value to its corresponding first weighing factor; and

for all other items within the plurality of items that are less significantly affected by the first variable, assigning values of zero to their corresponding first weighing factors; and

calculating the operating parameter using the first matrix.

2.   (Original) The method of claim 1, wherein:

the first item belongs to a first category; and

the second item belongs to a second category that is different from the first category.

3.   (Original) The method of claim 1, further comprising:

determining an effect of a second variable on quantities of the plurality of items sold by the vendor to determine which of the plurality of items are significantly affected by the second variable; and

generating a second matrix that includes second weighing factors, wherein:

for each item that is more significantly affected by the second variable, assigning a non-zero value to its corresponding second weighing factor; and

for all other items within the plurality of items that are less significantly affected by the second variable, assigning values of zero to their corresponding first weighing factors,

wherein:

the first variable includes a price change of a first item within the plurality of items;

the second variable is a variable other than a price change of any item within the plurality of items; and

the second matrix is used in calculating the operating parameter.

4.   (Original) The method of claim 3, wherein the first matrix and the second matrix are a same matrix.

5.   (Original) The method of claim 1, wherein the operating parameter is selected from a group consisting of a demand, a revenue, and a profit.

6.   (Currently amended) The method of claim 1, further comprising at least one more act as part of performing a what-if analysis, capacity planning for a store, or inventory control utilizing the first matrix.

7.   (Original) The method of claim 1, wherein determining is performed using a significance test.

8.   (Original) The method of claim 1, further comprising determining that the first variable has a significant impact on demand on a first item within the plurality of items.

9.   (Original) The method of claim 8, further comprising determining that a second variable has an insignificant impact on demand on the plurality of items, wherein the

first matrix has a first row corresponding to the first variable but does not include a row corresponding to the second variable.

10.   (Original) A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to :

determining an effect of a first variable on quantities of a plurality of items sold by a vendor to determine which of the plurality of items are significantly affected by the first variable;

generating a matrix that includes first weighing factors, wherein:

for each item that is more significantly affected by the first variable, assigning a non-zero value to its corresponding first weighing factor; and

for all other items within the plurality of items that are less significantly affected by the first variable, assigning values of zero to their corresponding first weighing factors; and

calculating the operating parameter using the first matrix.

11.   (Original) The data processing system readable medium of claim 10, wherein:

the first item belongs to a first category; and

the second item belongs to a second category that is different from the first category.

12.   (Original) The data processing system readable medium of claim 10, wherein the method further comprises:

determining an effect of a second variable on quantities of the plurality of items sold by the vendor to determine which of the plurality of items are significantly affected by the second variable; and

generating a second matrix that includes second weighing factors, wherein:

for each item that is more significantly affected by the second variable, assigning a non-zero value to its corresponding second weighing factor; and

for all other items within the plurality of items that are less significantly affected by the second variable, assigning values of zero to their corresponding first weighing factors,

wherein:

the first variable includes a price change of a first item within the plurality of items;

the second variable is a variable other than a price change of any item within the plurality of items; and

the second matrix is used in calculating the operating parameter.

13. (Original) The data processing system readable medium of claim 12, wherein the first matrix and the second matrix are a same matrix.

14. (Original) The data processing system readable medium of claim 10, wherein the operating parameter is selected from a group consisting of a demand, a revenue, and a profit.

15. (Currently amended) The data processing system readable medium of claim [[9]]10, wherein the method further comprises ~~at least one more act as part of~~ performing a what-if analysis, capacity planning for a store, or inventory control <u>utilizing the first matrix</u>.

16. (Currently amended) The data processing system readable medium of claim [[9]]10, wherein determining is performed using a significance test.

17. (Currently amended) The data processing system readable medium of claim [[9]]10, wherein the method further comprises determining that the first variable has a significant impact on demand on a first item within the plurality of items.

18.   (Original) The data processing system readable medium of claim 17, wherein the method further comprises determining that a second variable has an insignificant impact on demand on the plurality of items.

19.   (New) A computer-readable medium carrying computer-executable instructions for modeling an operating parameter for a store, comprising:

code for collecting transaction data containing quantities of a plurality of items;

code for changing row order of the transaction data so that all records for each item are in contiguous rows;

code for constructing quantity and price timeseries for each of the plurality of items;

code for generating a first matrix of correlation factors utilizing the quantity and price timeseries;

code for identifying top positive and negative correlated items via the first matrix;

code for generating a second matrix of weighing factors in which the weighing factors of the top positive and negative correlated items have non-zero values and the weighing factors of all other items are assigned a value of zero; and

code for calculating the operating parameter utilizing the second matrix of weighing factors.